

**GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA**

UNSTARRED QUESTION NO:2449
ANSWERED ON:15.03.2007
EXPENDITURE ON ADVERTISEMENTS
Murmu Shri Hemlal

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

- (a) the expenditure incurred by each public sector oil companies for advertisement during each of the last three years as on date;
- (b) whether the Government has issued any guidelines to all the public sector oil companies with regard to advertisement of their company;
- (c) if so, the details thereof; and
- (d) the criteria fixed for selection of print media and electronic media by the public sector oil companies for publicity?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI DINSHA PATEL)

(a): The details of the expenditure incurred by major Oil PSUs on advertisements during the last three years is as under:

Name of the Oil Company Expenditure incurred on advertisements (in Rs. Crore)

	2004-05	2005-06	2006-07
	(as on 01.03.2007)		
ONGC	26.00	36.33	29.94
IOCL	137.52	139.18	87.98
BPCL	62.56	45.96	31.16
HPCL	38.74	44.95	49.18
GAIL	12.82	14.99	4.96
OIL	1.69	1.77	1.17

(b) to (c): As per the new advertisement policy of the Government, all advertisements of the Central Government, attached offices, autonomous organizations and Public Sector Undertakings are to be routed through DAVP (Directorate of Advertising & Visual Publicity) effective from 1st June, 2006.

(d) Each oil PSU has its own criteria for selection of print and electronic media, which are generally based on factors like circulation, reach, comparative cost, budget and corporate needs etc.